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## Mission

To improve the overall quality of life for residents by making Seminole County's economy less responsive to downturns in the state and national economies through local efforts to diversify the county's industrial base and balance the tax burden between residential and commercial uses.

## Business Strategy

The Economic Development Division will employ a two-pronged economic development approach: direct the use of resources to support small businesses, maximize redevelopment opportunities and increase international trade development; and continue to attract, retain, and assist targeted industry sectors within the county.

The Economic Development Division's scope of services is varied. Economic Development provides small business technical assistance support (including business plan development and financing in partnership with the Small Business Development Center (SBDC) and other area organizations), and offers customized job training by utilizing Workforce Florida, O-Force, Seminole Community College, and state programs. The Division also serves as a clearinghouse of statistical information, demographic data, site and facility locations and local business support programs, and markets the County (and targeted areas within the County through paid advertisements, the Economic Development web site, national and international travel and networking functions. Additionally, Economic Development participates in business tours, recognition programs and related events; and develops strategic plans for economic development within the County. Finally, the Division promotes business development through trade missions, state and federal grants, and regional partnerships.

## Objectives

Update the County's Five-Year Economic Development Strategic Plan.  
Continue to develop a labor force with "market-ready" skills with Seminole Community College and other organizations.  
Expand Urban Infill and Redevelopment Programs into targeted areas.  
Enhance small business, existing business support and business incubation programs.  
Continue the Targeted Business Recruitment Program with the Economic Development Commission of Mid-Florida.  
Aggressively market the County through business missions and shows, networking functions, traditional forms of advertising and the Internet.  
Maintain current market information, a database of sites and facilities for marketing, up-to-date statistics and demographics.

Performance Measures	FY 99/00 Actual	FY 00/01 Estimated	FY 01/02 Goal	FY 02/03 Goal
Grants awarded by County	\$210,500	\$198,000	\$200,000	\$200,000
Grant applications for road improvement	\$158,000	\$250,000	\$200,000	\$200,000
Grant applications for Quick Response Training	\$250,000	\$100,000	\$150,000	\$150,000
Grants Qualified Target Industry Tax Refund program	\$440,000	\$400,000	\$750,000	\$750,000
Square footage of JGI and QTI projects	200,000	200,000	200,000	200,000
Capital investment from JGI and QTI projects	\$34,154,000	\$20,000,000	\$20,000,000	\$20,000,000
JGI and QTI direct jobs	773	300	400	500
JGI and QTI indirect jobs	1,757	681	800	1,000
JGI and QTI average wage	\$24,954	\$32,000	\$35,000	\$35,000
Number of companies in incubator project	20	25	30	35
Square footage of Incubator Center	48,000	73,000	73,000	73,000

<b>Department:</b>		<b>ADMINISTRATIVE OFFICES</b>			<b>Seminole County</b>	
<b>Division:</b>		<b>ECONOMIC DEVELOPMENT</b>			<b>FY 2001/02</b>	
<b>Section:</b>		<b>OPERATIONS</b>			<b>FY 2002/03</b>	
	1999/00 Actual Expenditures	2000/01 Adopted Budget	2001/02 Adopted Budget	Percent Change 2001/02 Budget over 2000/01 Budget	2002/03 Approved Budget	Percent Change 2002/03 Budget over 2001/02 Budget
<b>EXPENDITURES:</b>						
Personal Services	129,884	163,877	89,785	-45.2%	95,542	6.4%
Operating Services	571,850	632,889	621,202	-1.8%	529,820	-16.3%
Capital Outlay	1,198	0	0		0	
Debt Service	0	0	0		0	
Grants and Aid	45,500	505,125	351,375	-30.4%	290,875	-42.4%
Reserves/Transfers	2,445	54,666	579,333	959.8%	89,013	62.8%
<b>Subtotal Operating</b>	<b>750,877</b>	<b>1,356,557</b>	<b>1,641,695</b>	<b>21.0%</b>	<b>1,005,250</b>	<b>-25.9%</b>
Capital Improvements	16,214	0	0		0	
<b>TOTAL EXPENDITURES</b>	<b>767,091</b>	<b>1,356,557</b>	<b>1,641,695</b>	<b>21.0%</b>	<b>1,005,250</b>	<b>-25.9%</b>
<b>FUNDING SOURCE(S)</b>						
Economic Development	767,091	1,356,557	1,641,695	21.0%	1,005,250	-25.9%
<b>TOTAL FUNDING SOURCE(S)</b>	<b>767,091</b>	<b>1,356,557</b>	<b>1,641,695</b>	<b>21.0%</b>	<b>1,005,250</b>	<b>-25.9%</b>
Full Time Positions	2	2	2	0	2	
Part Time Positions	0	0	0	0	0	
<b>New Programs and Highlights for Fiscal Year 2001/02</b>						
Senior Staff Assistant to assist with clerical tasks, database management and coordination of interdepartmental activities. This position will be partially funded by the Tourism Department.						16,703
Senior Planner Coordinator transferred to the 17/92 CRA section to coordinate the Community Redevelopment Agency activities as well as the promotional activities and visibility within the community.						
Small Business Incubation programs include: the establishment of a Community Entrepreneur Training program in partnership with the City of Sanford (\$25,000) to train local residents; the establishment of a small business incubator facility at the Sanford Airport in partnership with SCC, Sanford Airport Authority (\$25,000); and continued support of the Seminole Technology Business Incubation Center (STBIC) located at the Port of Sanford (\$75,000).						125,000
Economic Development Commission of Mid-Florida (regional partnership/membership).						365,196
Jobs Growth Incentives program unobligated funding.						200,000
<b>New Programs and Highlights for Fiscal Year 2002/03</b>						
Orlando Sanford Airport Business Incubator Center - program administration						25,000
Economic Development Commission of Mid-Florida (regional partnership/membership).						372,828
Jobs Growth Incentives program unobligated funding						200,000
<b>Capital Improvements</b>		<b>2001-02</b>	<b>2002-03</b>	<b>2003-04</b>	<b>2004-05</b>	<b>2005-06</b>
Total Project Cost		0	0	0	0	0
Total Operating Impact		0	0	0	0	0

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## **Mission**

To revitalize the US 17/92 and surrounding communities by addressing conditions, which have contributed to the general economic distress experienced in the area.

## **Business Strategy**

The 17/92 CRA is dedicated to increasing the property values of parcels located along the 17/92 corridor through the aggressive marketing of the Community Redevelopment Area, implementing infrastructure improvements, encouraging business creation through the solicitation and recruitment of targeted industry/business types to locate or expand on the corridor, development programming and improving the overall aesthetic appeal of the area.

## **Objectives**

Conduct a market assessment of parcels along the 17/92 Corridor.

Expand the small business incubation program into the 17/92 CRA area.

Implement a Targeted Business Development program specifically formulated for the 17/92 CRA.

Create aesthetic design guidelines to provide a development template for improving the appearance of the corridor, creating a consistent theme for future development and addressing infrastructure and environmental issues.

Enhance infrastructure and the provision of public services in the 17/92 CRA, particularly in terms of aesthetic, transportation and utilities improvements.

Develop a marketing campaign designed to highlight the area as a prime business expansion or relocation destination.

Continue support of member cities comprising the Redevelopment Planning Agency of the 17/92 CRA and the CRA Board (Board of County Commissioners).

Gain consensus of all cities along the 17/92 CRA Corridor.

<b>Performance Measures</b>	<b>FY 99/00 Actual</b>	<b>FY 00/01 Estimated</b>	<b>FY 01/02 Goal</b>	<b>FY 02/03 Goal</b>
Number of small business start ups	N/A	N/A	5	8
Number of expansion projects	N/A	N/A	10	16
Resultant capital investment for all Economic Development projects in CRA	N/A	N/A	\$100,000	\$150,000
Number of jobs created	N/A	N/A	20	35
Number of jobs retained	N/A	N/A	25	37
Rate of increase in land values of Economic Development projects	N/A	N/A	10%	10%

<b>Department:</b>		<b>ADMINISTRATIVE OFFICES</b>			<b>Seminole County</b>	
<b>Division:</b>		<b>ECONOMIC DEVELOPMENT</b>			<b>FY 2001/02</b>	
<b>Section:</b>		<b>17/92 CRA</b>			<b>FY 2002/03</b>	
	1999/00 Actual Expenditures	2000/01 Adopted Budget	2001/02 Adopted Budget	Percent Change 2001/02 Budget over 2000/01 Budget	2002/03 Approved Budget	Percent Change 2002/03 Budget over 2001/02 Budget
<b>EXPENDITURES:</b>						
Personal Services	0	0	56,793	100.0%	60,295	6.2%
Operating Services	10,306	101,351	388,530	283.4%	109,445	-71.8%
Capital Outlay	0	0	0	0	0	
Debt Service	0	0	0	0	0	
Grants and Aid	0	0	0	0	0	
Reserves/Transfers	0	0	0	0	0	
<b>Subtotal Operating</b>	<b>10,306</b>	<b>101,351</b>	<b>445,323</b>	<b>339.4%</b>	<b>169,740</b>	<b>67.5%</b>
Capital Improvements	27,936	151,000	177,100	17.3%	414,220	174.3%
<b>TOTAL EXPENDITURES</b>	<b>38,242</b>	<b>252,351</b>	<b>622,423</b>	<b>146.6%</b>	<b>583,960</b>	<b>131.4%</b>
<b>FUNDING SOURCE(S)</b>						
17/92 CRA	38,242	252,351	622,423	146.6%	583,960	131.4%
<b>TOTAL FUNDING SOURCE(S)</b>	<b>38,242</b>	<b>252,351</b>	<b>622,423</b>	<b>146.6%</b>	<b>583,960</b>	<b>131.4%</b>
Full Time Positions	0	0	1	0	1	
Part Time Positions	0	0	0	0	0	
<b>New Programs and Highlights for Fiscal Year 2001/02</b>						
Senior Planner Coordinator transferred from the Economic Development Department Division to coordinate the Community Redevelopment Agency activities as well as the promotional activities and visibility within the community.						
Fiscal year 2001/2002 will see the full implementation of the Seminole County Foreign Trade Zone (FTZ) at the Orlando Sanford International Airport (OSIA). Increased marketing of OSIA and the FTZ features recruitment of foreign investment.						
Marketing of the County image: participation with the Economic Development Commission of Mid-Florida to create a regional image.						
Mast Arms project - 20th Street and Fire Station #1.						177,100
<b>New Programs and Highlights for Fiscal Year 2002/03</b>						
Fiscal year 2002/2003 will continue to market the Orlando Sanford International Airport (OSIA) and the Foreign Trade Zone (FTZ) feature as well as recruit local manufacturers exporters to participate in the FTZ or become Sub-Zone operators.						
Update the marketing materials and Business Assistance Guide to reflect the findings and recommendations of the Image Enhancement subcommittee.						
Mast Arms project - SR417.						99,220
Sidewalk Gap Connection project.						315,000
<b>Capital Improvements</b>		<b>2001-02</b>	<b>2002-03</b>	<b>2003-04</b>	<b>2004-05</b>	<b>2005-06</b>
Total Project Cost		177,100	414,220	487,188	139,125	153,035
Total Operating Impact		0	0	0	0	0